

ABSTRACT OF THE DISCLOSURE

Mild shampoo compositions are described that are economical, have excellent in-use properties, and provide enhanced conditioning benefits. The compositions have
5 low ocular irritation potential and are particularly suitable for use by children. The compositions include a surfactant system composed on an alkyl ethoxy sulfate having at least 3 ethylene oxide groups, a betaine surfactant, and an hydroxysultaine surfactant in specific ratios; and a non-volatile water-insoluble silicone. In-vitro tests are described that allows selection of optional ingredients that do not compromise the mildness or hair
10 conditioning performance of the composition.